

REMARKS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1-20 are currently pending. Claim 1-20 have been amended by the present amendment. The changes to the claims are supported by the originally filed specification and do not add new matter.

In the outstanding Office Action, Claims 1-20 were rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,901,430 to Smith (hereinafter “the ‘430 patent”).

Amended Claim 1 is directed to a server device, comprising: 1) a customer-information storage section which stores customer information regarding at least one registered customer; 2) a staff-information storage section which stores staff information regarding at least one sales-staff in association with the customer information stored in the customer-information storage section; 3) a communications section which sends and receives predetermined information to and from at least one customer terminal at least one sales staff terminal which are connected with each other through a communications network; 4) a product-information sender which sends predetermined product information to the at least one customer terminal the communications section; 5) a contact-information receiver which receives contact information sent, to any sales staff, from the at least one customer terminal in association with the product information sent by the product-information sender, through said communications section; 6) a customer information acquirer which acquires customer information regarding a customer corresponding to the at least one customer terminal from the customer-information storage section, in response to the contact information received from the contact-information receiver; 7) a staff-information acquirer which acquires staff information regarding a specified sales staff associated with the customer, from the staff information storage section, in accordance with the customer information acquired by the

customer information acquirer; and 8) a sales-information sender which sends the customer information acquired by the customer information acquirer and the product information sent by the product information sender to a targeted sales staff terminal through the communications section, in accordance with the staff information acquired by the staff information acquirer. The changes to Claim 1 are supported by the originally filed specification and do not add new matter.

Regarding the rejection of Claim 1, the '430 patent is directed to an on-line system of locating a consumer product having a specific configuration in an enterprise production pipeline and inventory. The '430 patent discloses that inventory can be searched in an inventory database for products matching or substantially matching the product configuration data and that products matching the consumer's input are shown to the consumer. However, Applicants respectfully submit that the '430 patent fails to disclose a staff-information acquirer which acquires staff information regarding a specified sales staff associated with a customer from the sales staff information storage section; or a sales-information sender which sends the customer information acquired by the customer information acquirer and the product information sent by the product information sender to a targeted sales staff terminal through the communications section, as recited in amended Claim 1. Accordingly, Applicants respectfully submit that the rejection of Claim 1 (and dependent Claims 2 and 3) is rendered moot by the present amendment to Claim 1.

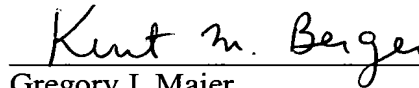
Independent Claims 4, 6-9, 11, 13, 15, and 17-20 recite limitations analogous to the limitations recited in Claim 1. Moreover, Claims 4, 6-9, 11, 13, 15, and 17-20 have been amended in a manner analogous to the amendment to Claim 1. Accordingly, for the reasons stated above for the patentability of Claim 1, Applicants respectfully submit that the rejection of the independent claims is rendered moot by the present amendment to those claims.

Thus, it is respectfully submitted that independent Claims 1, 4, 6-9, 11, 13, 15, and 17-20 (and all associated dependent claims) patentably define over the '430 patent.

Consequently, in view of the present amendment and in light of the above discussion, the outstanding grounds for rejection are believed to have been overcome. The application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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